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(54) Title: MARKET RESEARCH DATABASE HAVING HISTORICAL CONTROL DESIGNATOR**(57) Abstract**

A market research database contains a plurality of sets of product related information. Each set of product related information relates to a corresponding market aspect of products. For example, a set may relate to packages in which products are contained, another set may relate to brand names of products, still another set may relate to business enterprises which package, distribute, or market products, and so on. Each set includes a current layer of product related information, wherein the current layer of product related information is in current time. The product related information in the current layer of each set of product related information includes a control designator. The control designator permits direct access to the current layer of product related information substantially exclusive of other product related information.